



FOR IMMEDIATE RELEASE

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Prince Edward Island, Canada's Food Island, gearing up to welcome visitors and celebrate its food stories

Charlottetown, PE - With COVID-19 restrictions lifting, Prince Edward Island is gearing up to welcome visitors and showcase the Island's world-renowned food, as well as the people and places that make Canada's Food Island a must-visit culinary destination.

Kicking off the spring lobster fishing season, the PEI Setting Day Culinary Festival will take place from April 29 to May 1. Headlining musical performances by Natalie McMaster & Donnell Leahy, David Francey, Matthew Byrne, and Old Man Luedecke will be paired with epic feasts celebrating PEI's best ingredients and featuring top Island chefs.

The PEI Fall Flavours Festival will also be returning in full force with epic food events, guest chef hosts, and interactive culinary adventures taking place across the Island throughout the month-long festival kicking off September 15.

"There is no better time than now to share our Prince Edward Island food stories with the world and invite Islanders, visitors and food entrepreneurs to share their own food stories too," said Bryan Inglis, CEO of Food Island Partnership.

Recently, Canada's Food Island announced the opening of Food Works in Borden-Carleton. At 28,000 square feet, this new processing space for food entrepreneurs is one of the largest food scale-up facilities in the country. FoodWorks is just the latest addition to PEI's substantive food business ecosystem, which includes myriad facilities, programs, and other supporting resources. The food economy significantly contributes to Prince Edward Island's GDP, providing 20,000 jobs (direct and in-direct) and ranking #1 among the provinces for the percentage of food-related GDP.

"Prince Edward Island has a far-reaching reputation for quality food, innovative agri-food companies, and a vibrant culinary scene," says the Honourable Ginette Petitpas Taylor, Minister of Official Languages and Minister responsible for the Atlantic Canada Opportunities Agency (ACOA). "We're proud to support the growth of Canada's Food Island brand as a beacon for tourists, food lovers, and entrepreneurs to discover what makes this province so unique."

PEI's reputation as Canada's Food Island was further cemented with the recent launch of a completely refreshed website, tool kit, and think-tank day by Food Island Partnership. The dynamic website represents a collaborative effort to showcase PEI's incredible ingredients, culinary scene, and food business ecosystem.

"We are incredibly excited to unveil our new website and tool kit for Canada's Food Island," said Crystal MacGregor, Director of Marketing & Communications at Food Island Partnership. "This undertaking was only possible thanks to the dedication of the many partners involved, including our food marketing boards and tourism associations, as well as the support of ACOA and the Province of PEI."

The website, www.canadasfoodisland.ca, is designed to serve as a hub of inspiration for home cooks, culinary travelers, and food entrepreneurs. It builds on the idea that everyone can create their own PEI food story.

"Our goal is to reinforce PEI's positioning as Canada's Food Island and invite everyone to be a part of PEI's food story," said MacGregor. "Whether that's by cooking up a PEI-inspired feast at home, planning a foodie vacation to the Island, or starting their own food company here."

Users can browse a curated recipe directory that celebrates PEI's most famous ingredients from land and sea. The site also includes a dynamic event calendar that highlights food events across the Island, making it easy for food lovers to plan their visit to the Island. Aspiring and established food entrepreneurs can navigate the site's interactive food business ecosystem infographic to identify programs and resources relevant to their needs.

"This investment strengthens Canada's Food Island brand and connects the Island foodie community with food lovers around the world," said Minister of Economic Growth, Tourism and Culture Matthew MacKay. "Not only does our Island's reputation for quality food help put us on the map, but it also fuels our provincial economy, employs thousands of Islanders, grows our manufacturing sector, increases our exports, and attracts visitors and investors worldwide. This investment is a commitment to keeping that momentum going."

To encourage collaboration, key Canada's Food Island partners have been given access to the website's recipe and event calendar portals. This enables them to add new recipes and upcoming events on an ongoing basis.

"There are so many new features on the website, but we're most excited that it's designed to make collaboration amongst Canada's Food Island partners easy," said MacGregor. "It's important that we work together to elevate and celebrate our premium food products, the people that are forging our food scene, and everything that makes PEI one-of-a-kind."

In tandem with the website launch, several other marketing initiatives are in the works to showcase the website and build Canada's Food Island brand. One such initiative is a social

media contest that will run throughout April and invite followers to share their own PEI food stories by video or photo on social media.

To learn more about Canada's Food Island, visit www.canadasfoodisland.ca to cook, create, and explore.

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